

FIG. 5

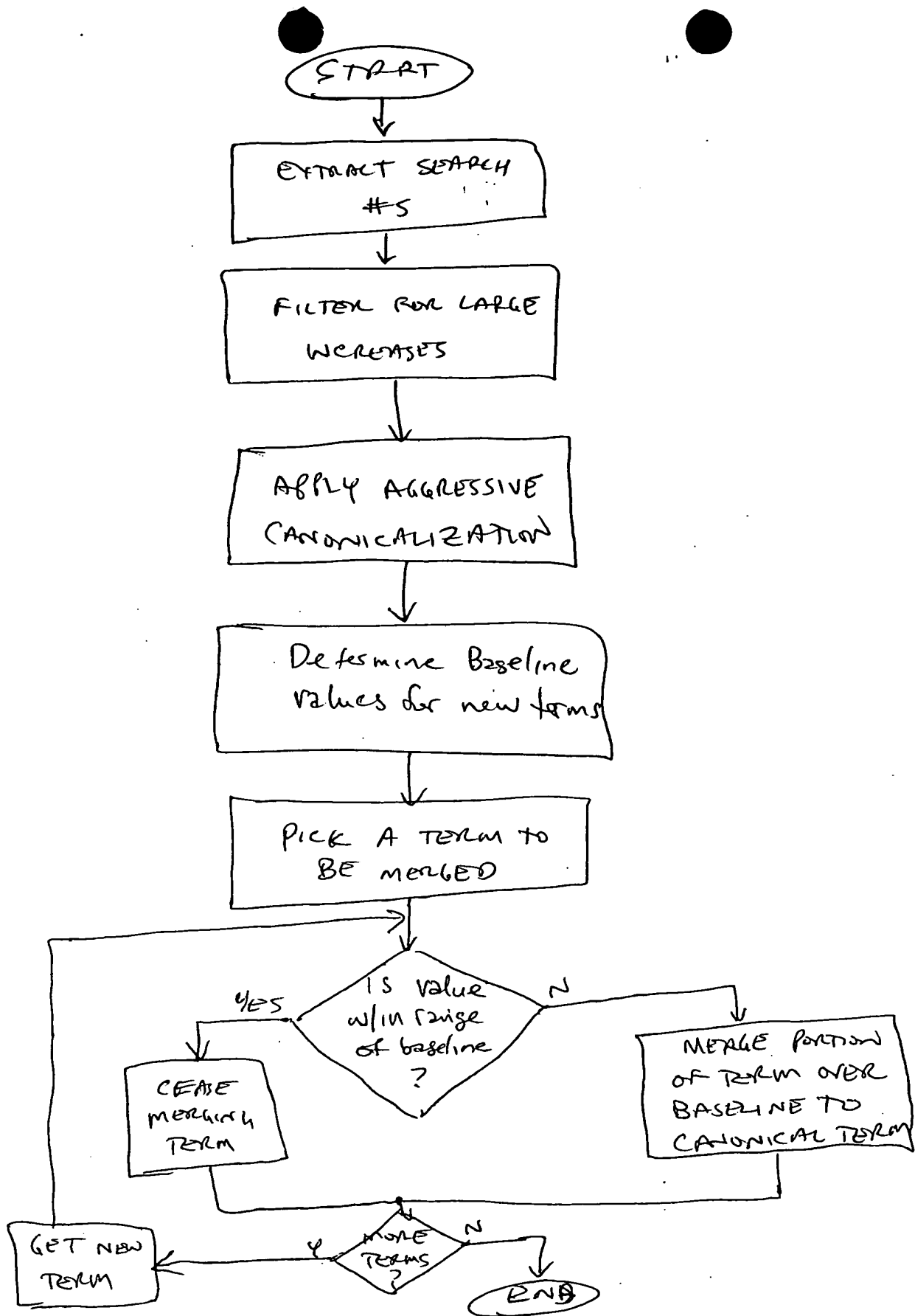


FIG. 6

001060" 50115900

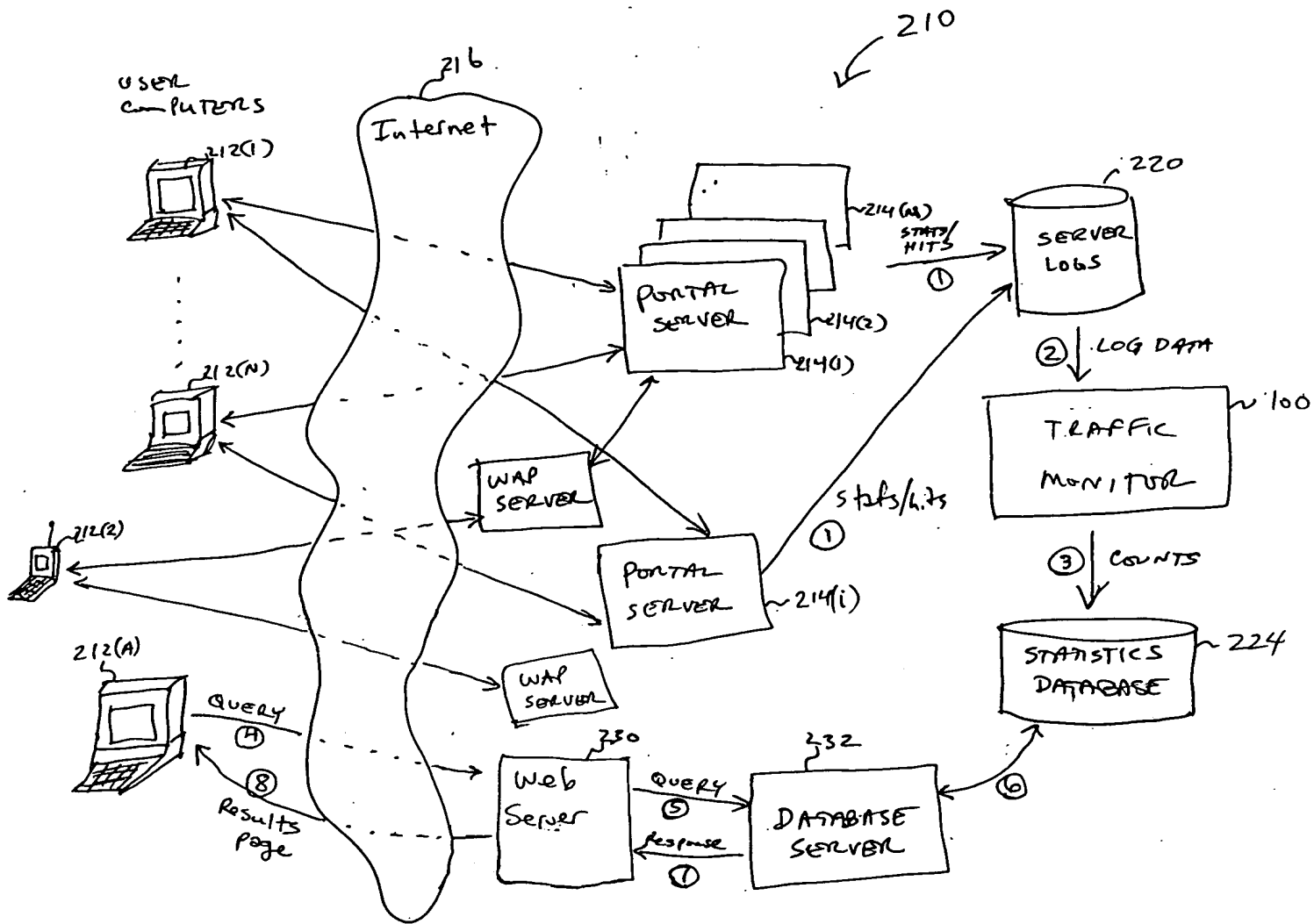


FIG. 7

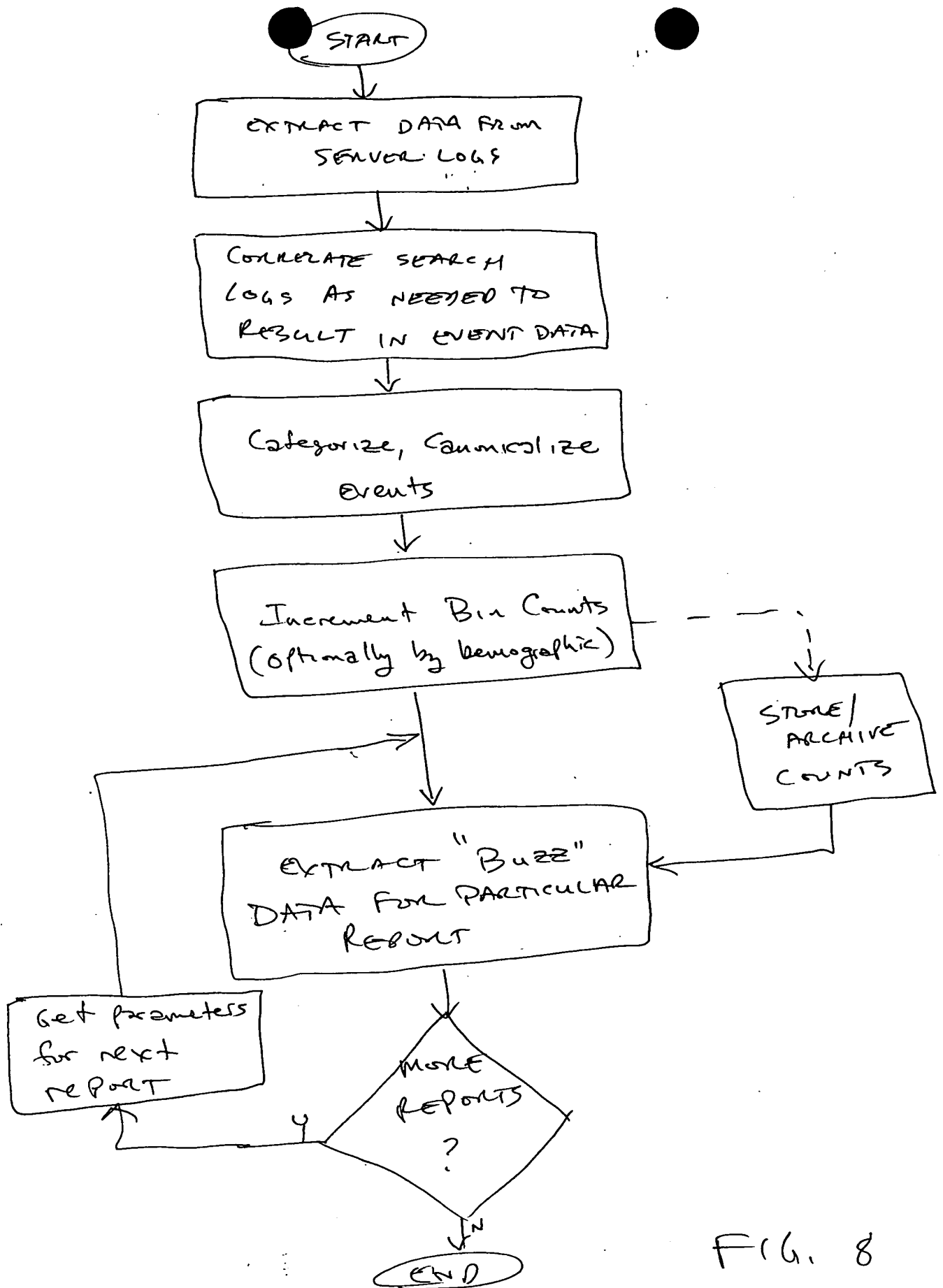


FIG. 8

Yahoo! Buzz Index

Buzz Index

What's the Buzz?


August 12, 2000

Vertical Market Categories

Overall Buzz - Ranked by Change - Daily

Search


Search

Rank	Term	Buzz	Change 	Related Links
1.	formula one grand prix	15.12	+1603.10%	News , Categories , Sites
2.	northern lights	4.73	+421.31%	News , Categories , Sites
3.	Charlie Chaplin	5.51	+287.98%	News , Categories , Sites

[Show Overall Buzz details](#)


Show Overall Buzz details

Movie Buzz - Ranked by Change - Daily

Rank	Term	Buzz	Change 	Related Links
1.	<u>Charlie Chaplin</u>	5.05	+318.55%	<u>News, Categories, Sites</u>
2.	<u>The Yahoo! Story</u>	3.22	+115.89%	<u>News, Categories, Sites</u>
3.	<u>spiderman</u>	1.59	+111.56%	<u>News, Categories, Sites</u>


[Show Movie Buzz details](#)

Music Buzz - Ranked by Change - Daily

Rank	Term	Buzz	Change 	Related Links
1.	<u>Artist X</u>	2.68	+197.23%	<u>News</u> , <u>Categories</u> , <u>Sites</u>
2.	<u>Artist D</u>	2.85	+140.13%	<u>News</u> , <u>Categories</u> , <u>Sites</u>
3.	<u>The Big Band</u>	2.47	+115.20%	<u>News</u> , <u>Categories</u> , <u>Sites</u>
4.	<u>Popular Teens</u>	12.33	+97.04%	<u>News</u> , <u>Categories</u> , <u>Sites</u>
5.	<u>The Blues Players</u>	2.92	+75.49%	<u>News</u> , <u>Categories</u> , <u>Sites</u>

Show Music Buzz details

Sports Buzz - Ranked by Change - Daily

Rank	Term	Buzz	Change 	Related Links
1.	<u>boxing</u>	12.25	+98.09%	<u>News</u> , <u>Categories</u> , <u>Sites</u>
2.	<u>alpine valley</u>	1.53	+87.74%	<u>News</u> , <u>Categories</u> , <u>Sites</u>
3.	<u>formula 1</u>	19.00	+71.10%	<u>News</u> , <u>Categories</u> , <u>Sites</u>

[Show Sports Buzz details](#)

Fig. 9

Welcome, ybuzz!

[Preferences](#) - [My Buzz Index](#)

Yahoo! Buzz Index

[Buzz Home](#)

[Home](#) > [Buzz](#)

Search

Vertical Market Categories

- [apparel](#)
- [arts and humanities](#)
- [autos](#)
- [aviation and aeronautics](#)
- [books](#)
- [career employment](#)
- [computers](#)
- [construction](#)
- [education](#)
- [electronics](#)
- [entertainment](#)
- [environment and nature](#)
- [finance](#)
- [fitness and nutrition](#)
- [food and beverages](#)
- [games](#)
- [government and politics](#)
- [health](#)
- [hobbies](#)
- [home](#)
- [military](#)
- [news](#)
- [online community](#)
- [parenting and children](#)
- [personal care](#)
- [pets and animals](#)
- [real estate](#)
- [religion and spirituality](#)
- [science](#)
- [sports](#)
- [telecommunications](#)
- [toys](#)
- [travel and transportation](#)

Top Buzz Words across all categories

Average over

August 12, 2000 [[Daily View](#) - [Weekly View](#)]

Rank	Term	Buzz	Change ▾	Related Links
1.	formula one grand prix	15.12	+1603.10%	News , Categories , Sites
2.	northern lights	4.73	+421.31%	News , Categories , Sites
3.	bridgette wilson	5.51	+287.98%	News , Categories , Sites
4.	california super lotto	3.76	+273.14%	News , Categories , Sites
5.	super lotto	6.48	+240.41%	News , Categories , Sites
6.	california lotto	10.10	+219.27%	News , Categories , Sites
7.	first union center	3.45	+192.61%	News , Categories , Sites
8.	california lottery	25.07	+188.78%	News , Categories , Sites
9.	young	8.27	+181.25%	News , Categories , Sites
10.	noah bastian	2.87	+169.51%	News , Categories , Sites

[Next...](#)

[Show 100 Terms](#) [Download Top 500](#)

File 10

Welcome, ybuzz!

[Preferences](#) - [My Buzz Index](#)

Yahoo! Buzz Index

[Buzz Home](#)

[Home](#) > [Buzz](#) > [travel and transportation](#) > [car rental](#)

Search

☐ across all categories ☒ in this category

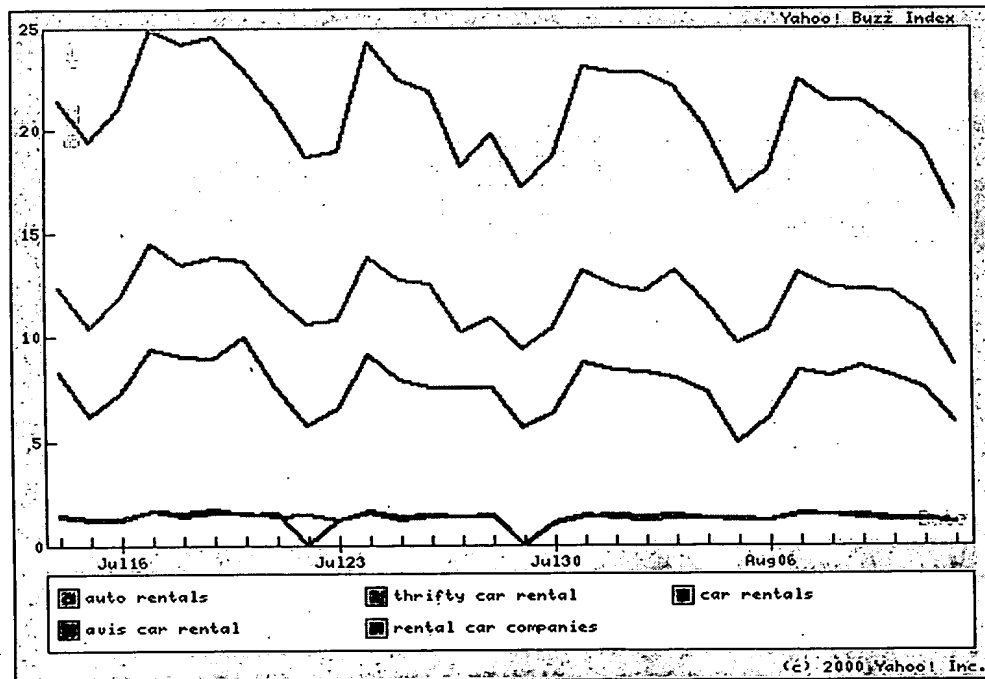
Top Buzz Words for *car rental*

[\[Add Category to My Buzz Index \]](#)

Average over

August 12, 2000 [[Daily View](#) - [Weekly View](#)]

Rank	Term	Buzz	Change ▾	Related Links
1.	auto rentals	1.05	-10.80%	News , Categories , Sites
2.	thrifty car rental	1.05	-13.44%	News , Categories , Sites
3.	car rentals	16.10	-15.76%	News , Categories , Sites
4.	avis car rental	5.94	-21.62%	News , Categories , Sites
5.	rental car companies	8.65	-22.00%	News , Categories , Sites
6.	hertz rental cars	7.17	-25.54%	News , Categories , Sites
7.	dollar rental car	2.81	-26.24%	News , Categories , Sites
8.	budget car rental	5.02	-26.95%	News , Categories , Sites
9.	uhaul	4.74	-27.74%	News , Categories , Sites
10.	national	1.42	-29.44%	News , Categories , Sites
Next...		Show 100 Terms	Download Top 500	



[7d](#) | [14d](#) | [30d](#) | [90d](#) | [365d](#)
[Download Graph Data](#)

FIG. 11

Welcome, ybuzz!

[Preferences](#) - [My Buzz Index](#)

Yahoo! Buzz Index

[Buzz Home](#)

[Home](#) > [Buzz](#) > [entertainment](#) > [music](#)

Search

☐ across all categories ☒ in this category

music

[\[Add Category to My Buzz Index \]](#)

- [alternative and indie](#)
- [blues](#)
- [cajun and zydeco](#)
- [christian and gospel](#)
- [classical and instrumental](#)
- [country](#)
- [electronic](#)
- [entertainment/music/latin](#)
- [experimental](#)
- [folk](#)
- [hardcore punk ska](#)
- [industrial and gothic](#)
- [instruments and education](#)
- [international](#)
- [jazz](#)
- [kids and family](#)
- [metal and hard rock](#)
- [new age](#)
- [r and b and soul](#)
- [rap and hip hop](#)
- [reggae](#)
- [rock and pop](#)
- [soundtracks](#)
- [vocal and theatrical](#)

Top Buzz Subcategories for music

Average over

August 12, 2000 [[Daily View](#) - [Weekly View](#)]

Rank	Subcategory	Buzz	Change ▾
1.	kids and family	0.77	+55.25%
2.	soundtracks	2.53	+27.34%
3.	new age	0.79	+27.12%
4.	experimental	0.26	+23.23%
5.	international	19.50	+22.58%
6.	metal and hard rock	14.46	+19.81%
7.	hardcore punk ska	14.20	+19.37%
8.	rock and pop	282.21	+15.46%
9.	christian and gospel	5.14	+15.32%
10.	electronic	6.54	+14.30%

Top Buzz Words for music

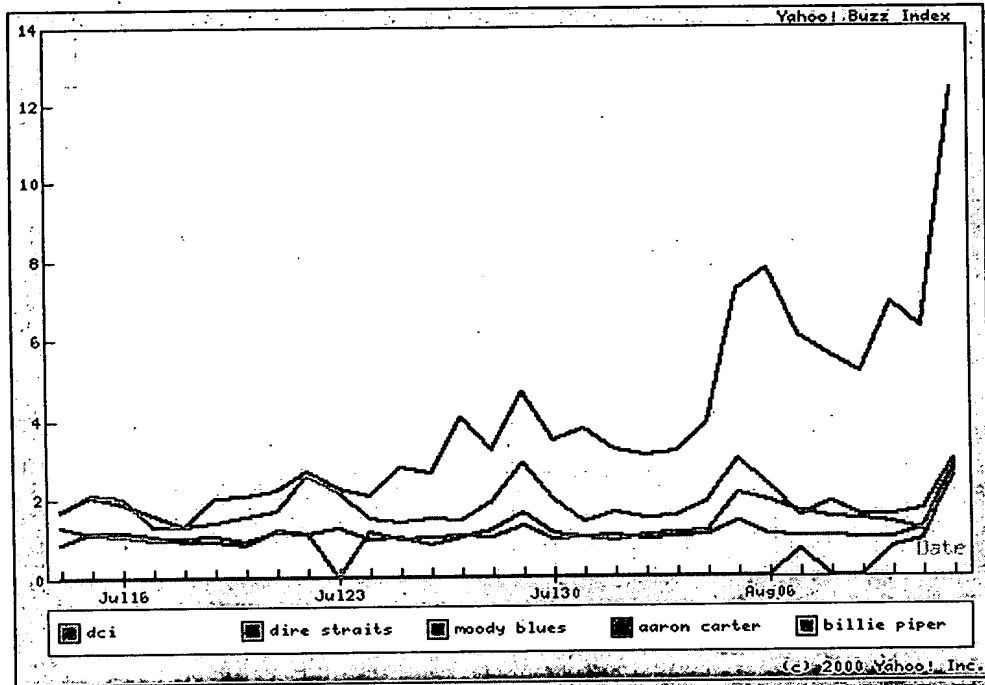
[\[Add Category to My Buzz Index \]](#)

Average over

F1 L. 12(A)

August 12, 2000 [[Daily View](#) - [Weekly View](#)]

Rank	Term	Buzz	Change	Related Links
1.	dci	2.68	+197.23%	News , Categories , Sites
2.	dire straits	2.85	+140.13%	News , Categories , Sites
3.	moody blues	2.47	+115.20%	News , Categories , Sites
4.	aaron carter	12.33	+97.04%	News , Categories , Sites
5.	billie piper	2.92	+75.49%	News , Categories , Sites
6.	zoog disney	2.06	+71.86%	News , Categories , Sites
7.	britney.com	1.83	+71.67%	News , Categories , Sites
8.	foo fighters	5.23	+67.87%	News , Categories , Sites
9.	backstreet boys lyrics	1.30	+67.48%	News , Categories , Sites
10.	the moffatts	1.88	+67.17%	News , Categories , Sites
Next...		Show 100 Terms	Download Top 500	



[7d](#) | [14d](#) | [30d](#) | [90d](#) | [365d](#)
[Download Graph Data](#)

FIG. 12(B)

Welcome, ybuzz!

[Preferences](#) [My Buzz Index](#)

Yahoo! Buzz Index

[Buzz Home](#)

[Home](#) > [My Buzz Index](#)

Search

Current Campaigns

[\[Back to Buzz \]](#)

Average over

August 6, 2000 - August 12, 2000 [\[Daily View - Weekly View \]](#)

Graph	Buzz	Change
<input checked="" type="checkbox"/> Category <u>toys</u>	334.14	+2.87% [Delete]
<input checked="" type="checkbox"/> Term <u>nike</u> across all categories	13.13	-4.48% [Delete]
<input checked="" type="checkbox"/> Term <u>reebok</u> across all categories	1.90	+2.25% [Delete]
<input checked="" type="checkbox"/> Term <u>new balance</u> across all categories	2.10	+5.21% [Delete]
<input checked="" type="checkbox"/> Term <u>puma</u> across all categories	2.17	-1.45% [Delete]
<input checked="" type="checkbox"/> Term <u>adidas</u> across all categories	4.74	+3.04% [Delete]
<input checked="" type="checkbox"/> Term <u>yhoo</u> across all categories	1.46	-2.93% [Delete]
<input checked="" type="checkbox"/> Term <u>wedding</u> across all categories	9.84	-8.46% [Delete]
<input checked="" type="checkbox"/> Term <u>decss</u> across all categories	2.33	-7.33% [Delete]
<input checked="" type="checkbox"/> Category <u>apparel</u>	579.89	+0.52% [Delete]
<input checked="" type="checkbox"/> Category <u>electronics</u>	387.75	-1.51% [Delete]
<input checked="" type="checkbox"/> Term <u>honda civic</u> across all categories	3.66	-1.82% [Delete]
<input checked="" type="checkbox"/> Term <u>honda prelude</u> across all categories	1.45	+4.45% [Delete]
<input checked="" type="checkbox"/> Term <u>coyote ugly</u> across all categories	37.69	+21.84% [Delete]
<input checked="" type="checkbox"/> Term <u>christina aguilara</u> across all categories	1.76	+9.33% [Delete]
<input checked="" type="checkbox"/> Term <u>britney spears</u> across all categories	131.06	+2.03% [Delete]
<input checked="" type="checkbox"/> Term <u>barnes and noble</u> in category <u>books</u>	16.09	+5.01% [Delete]
<input checked="" type="checkbox"/> Term <u>amazon</u> in category <u>books</u>	14.46	+0.64% [Delete]

F14.13

Start Date: August 1, 2000

Edit Campaign

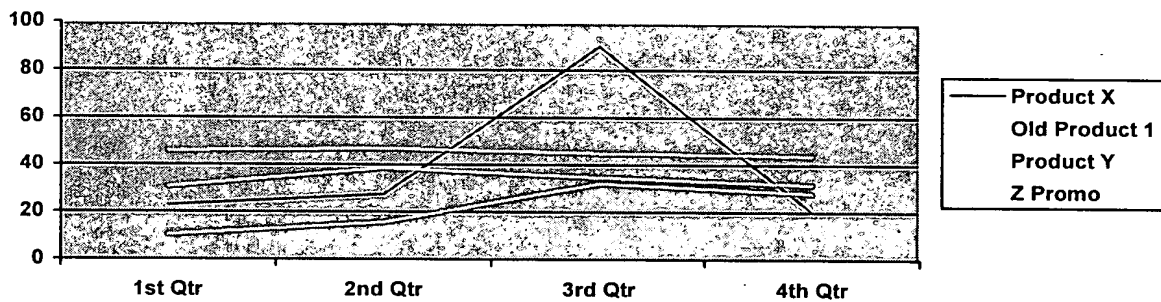
End Date: December 31, 2000

Date: Just this Day: August 17th

Terms	Buzz	Change	Change from Start	
Product X	20.24	+25%	+123%	Edit, Delete
Old Product 1	10.05	+45%	+100%	Edit, Delete
Product Y	9.85	+38%	+169%	Edit, Delete
Z Promo	4.05	+67%	+144%	Edit, Delete
Total Buzz:	44.19	+44%	+142%	

Add New

Terms



Campaign | Terms

7d 30d 90d 365d
Daily | Weekly

Fig. 14

A Venn diagram with two overlapping circles. The left circle is labeled 'Ford' and the right circle is labeled 'GM'. The intersection of the two circles is labeled '35%'.

F1 G. 15

A hand-drawn Venn diagram illustrating the overlap of interests for a person named Ford. The central circle is labeled 'FORD'. It overlaps with three other circles: 'Pets' (26%), 'Sports' (65%), and 'Music' (40%).

Fr 6. 16